

## **Survey 9 quiz**

Colour theory and cool type



Which German design school changed the world's approach to design?

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Das Staatliche Bauhaus, or the state home for building.

Like constructivism, it is putting a more purposeful, practical focus on art.

- It functioned from 1919 to 1933 and taught a fusion of art and crafts.
- **It became renowned for its modernist approach to art education, which scrapped the traditional divide between "fine" and "applied" arts, and redefined the relationship between art, design and industrial manufacturing techniques.**
- In particular, its mission according to Gropius was to conceive and create the new building of the future, combining architecture, sculpture, and painting in a single form, which required the teaching of a new guild of craftsmen without the class-distinctions separating craftsmen and artists. In short, the Bauhaus trained students to be equally comfortable with design, craft and methods of mass production.

<http://www.visual-arts-cork.com/history-of-art/bauhaus-design-school.htm>



Who said the school would  
“breathe a soul into the dead product of the machine?”

**Who said the school would  
“breathe a soul into the dead product of the machine?”**

**Walter Gropius**

**That students could be taught how to ally design, quality craftsmanship and modern production methods.**

In 1911 he became a member of the German Labour League (Deutscher Werkbund), which was the German version of the Vienna workshops where designers allied traditional craftsmanship with machine production.

Gropius felt it was up to the artistically trained designer to “breathe a soul into the dead product of the machine.”



What important contribution did Johannes Itten and Josef Albers make to the world of art and design?

**What important contribution did Johannes Itten make to the school and to the world of art and design?  
He developed colour theory /methods/materials still in use today.**

Gropius put together a team of exceptional artists to teach at the Bauhaus.

Swiss painter Johannes Itten was responsible for teaching foundational principles in the preliminary course including colour theory.



**What kind of photographs did László Moholy-Nagy experiment with?**

What kind of photographs did László Moholy-Nagy experiment with?

He experimented with cameraless photographs (which he dubbed “photograms”)





Which student turned teacher designed this typeface?

**Which student turned teacher designed this typeface?**

1923 – Herbert Bayer, Universal typeface

Bayer had an important typographic influence on the Bauhaus style. He created a typeface called universal. Its style was radical in comparison to other sans serif typefaces of the time. It had no capitals as Bayer considered them unnecessary.

His layouts were similarly innovative. He preferred left aligned type, not common at the time, and strong type hierarchy.



What were 2 important characteristics of the typeface explained in Tschichold's essay *The New Typography*?

1927 – Jan Tschichold, die neue Typographie

He claimed that he was one of the most powerful influences on 20th century typography.

His most influential act was the essay he wrote on typography call "Die Neue Typographie" (The New Typography) in which he set out rules relating to modern type usage.

In his essay he condemned all typefaces except for sans-serif types; he advocated for standardized sizes of paper; and set out guidelines for typographic hierarchy in layouts.

His 24 page booklet was sent to printers and designers as an insert in a trade magazine.

It spread his gospel of new typography – which was all based on Bauhaus principles—across Germany and its impacts changed the face of type design and layout forever.



What are 2 other important characteristics of the graphic design style that emerged from the school?

What are 2 other important characteristics of the graphic design style that emerged from the school?

Vertical type and the use of colour rules and blocks as graphic devices.





What are the names of two artists who taught at the school (and have not been mentioned in the quiz so far).

Teachers: Swiss painter **Paul Klee**, Russian painter **Wassily Kandinsky**, German-American painter **Lyonel Feininger**, and German sculptor **Gerhard Marcks**, Austro-Hungarian artist **László Moholy-Nagy** (photography, photograms, **Oskar Schlemmer** German painter, theatre designer and choreographer.

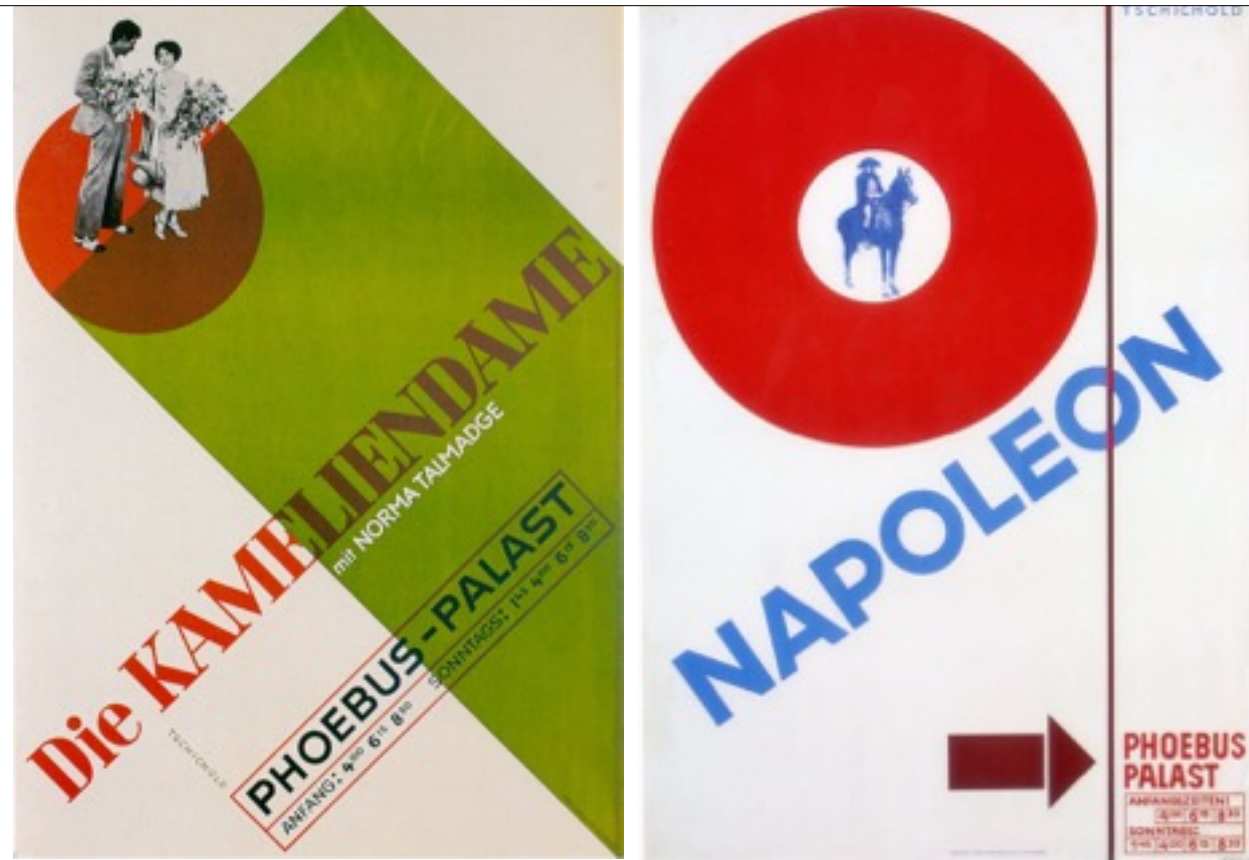
Students turned teacher:

**Josef Albers**, **Marcel Breuer** (pronounced BROY-er), **Joost Schmidt Herbert Bayer**



**Which instructor (and architect of the N.Y. Whitney Museum) created furniture designs that are still sought after today?**

**Which instructor (and architect of the N.Y. Whitney Museum) created furniture designs that are still sought after today?  
– Marcel Breuer**



Who designed these geometric theatre posters?

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1927 – **Jan Tschichold**, theatre posters

He was hired by the Phoebe Palast theatre in Munich to design their posters.



Why was the 1925 Paris design fair important?

**Why was the 1925 Paris design fair important?**

**It defined the art deco period, by bringing designs and creators together and giving the movement its name.**



Who introduced a conceptual approach to 1920's poster design in France?

**Who introduced a conceptual approach to 1920's poster design in France?**

**A.M.Cassandre**

He was at the forefront of defining the new more geometric and three dimensional approach to imagery typical of the art deco era.  
conceptual





What are two elements/adjectives we associate with art deco graphic design?

What are two elements/adjectives we associate with art deco graphic design?

- **Geometric,**
- **3-dimensionality**—(using of shading and perspective)
- **Sans serif type**
- **Less figurative/more abstract/conceptual**



Which design and architectural style followed art deco?

**Which design and architectural style followed art deco?**

**The modern movement**

**Le Corbusier** (Charles-Édouard Jeanneret-Gris) **Eileen Gray**

Taking the geometric forms of art deco to a bolder and purer dimension.

**Survey 10**

Fortune and the Führer  
(1930 - 1945)



1931 - Coal and ice are delivered door to door in Vancouver

Vancouver in the 1930s

1931 "15 Trucks to Serve You" - [Morrow's Coal and Ice Company at 1025 Main Street]



1932 – Burrard Street Bridge completed

Vancouver in the 1930s

It officially opened on Canada Day, July 1st 1932 with “A snip of a pair of golden scissors in the hands of Mayor Louis D. Taylor.”

Architect George Lister Thornton Sharp and engineer John R. Grant used various styles of trusses to create enough of a span for boats to pass underneath and also for the flow of traffic along the deck. The enclosed spaces between its towers on either end are referred to as galleries with small windows that peer out onto the traffic below. From what I hear, those spaces were never used for anything else (no actual gallery or office space) and are just there to hide the steel structure of the bridge. Other unused or now-defunct features include a stairwell from the deck to the beach that was shutdown in recent years as well as a railway bridge underneath the car deck that was scrapped.

The lamps on either end of the bridge that flicker with a red glow at night are a tribute to Canadian WWI prisoners of war. [source] Vancouver’s coat of arms graces the front of the galleries while busts of Captain George Vancouver and Sir Harry Burrard-Neale adorn bows of ships that jut out from either tower, above pedestrian archways. Sir Harry Burrard-Neale never even came within 5,000km of Vancouver at any time in his life. As he often did with waterways up and down our coast, Captain Vancouver simply named the inlet after an old navy buddy.

<https://www.miss604.com/2010/10/vancouver-history-burrard-bridge.html>





1937 – Lions Gate Bridge construction

The Lions Gate bridge, or First narrows bridge was a long time in the building

Alfred “AJT” Taylor was one of Vancouver’s up-and-coming entrepreneurs in the 1920s. He became convinced that real estate gold lay on the forested slopes of West Vancouver and wanted to build a bridge. It took him over 10 years to convince the city to build the bridge and eventually did so with financial backing from the Guinness family.

To many Vancouverites the Lions Gate Bridge feels part of the fabric of the city. A major artery connecting downtown and the North Shore. Yet the existence of the Lions Gate Bridge is due in large part to the determination and entrepreneurial spirit of one man – Alfred “AJT” Taylor. By the ‘roaring twenties’ Taylor was one of Vancouver’s up-and-coming entrepreneurs, with business interests throughout BC in mining and construction. Closer to home, he became convinced that real estate gold lay on the forested slopes of West Vancouver.

Back then West Van was a fairly remote and unpopulated place with only 3,000 residents. Since there was no bridge over Burrard Inlet’s ‘first narrows’, getting to Vancouver proper from West Van meant taking a ferry or a long drive via the second narrows.

Taylor knew that if a bridge were built over the first narrows then suddenly West Vancouver would become a very desirable place to live. Commute times to downtown Vancouver would fall to minutes, rather than hours. He skillfully secured the provincial franchise for the bridge and immediately set about the political campaigning necessary to win public support.

Taylor had some heavyweight opposition. The Canadian Pacific Railway (CPR) had extensive land-holdings in downtown Vancouver and upscale Shaughnessy. The CPR was worried that any plan to develop West Vancouver would mean these prestigious land-holdings becoming devalued. They were prepared to fight, lobbying the City of Vancouver hard to turn-down the proposal.



1938 - Lions Gate Bridge official opening

It was on this day, November 12, 1938, that the Lions Gate Bridge opened to foot traffic — with little fanfare — and it opened to vehicle traffic on November 14th. It wasn't until May 26, 1939 that the bridge was officially opened by King George VI and Queen Elizabeth, the Queen Mother.



1937 - Man and woman painting signs

Vancouver in the 1930s

Many people got an education by going to night school classes, including these budding designers.

1937 Man and woman painting signs, likely attending School Board night school classes.

Thomson, Stuart



1930s - The Great Depression

Before they could get the first issue on the newstands, the Wall Street Crash of 1929 occurred, marking the onset of the Great Depression. The 1930's brought geopolitical turbulence across the world. They also brought new challenges and opportunities for designers.

<https://www.forbes.com/sites/peterferrara/2013/11/30/the-great-depression-was-ended-by-the-end-of-world-war-ii-not-the-start-of-it/#33375fa057d3>

<https://www.theguardian.com/society/2017/mar/04/2010s-like-1930s-look-facts-unemployment-healthcare>

<https://www.theguardian.com/society/2017/mar/04/2010s-like-1930s-look-facts-unemployment-healthcare>

<https://www.theguardian.com/society/2017/mar/04/crash-1929-wall-street-what-the-great-depression-reveals-about-our-future>



1930 - Fortune magazine, first issue

Fortune was founded by Time magazine's co-founder Henry Luce in 1929 as "the Ideal Super-Class Magazine", a "distinguished and de luxe" publication "vividly portraying, interpreting and recording the Industrial Civilization"

In a memo to the Time Inc. board in November 1929, Luce, founder of Fortune Magazine wrote: "We will not be over-optimistic. We will recognize that this business slump may last as long as an entire year."





ca.1930 – Dorothea Lange hired by the Farm Security Administration (FSA)

For those without money, life in the US is dire. The great depression of the 1930's followed the Wall St crash.

Photographer Dorothea Lange is one of many hired by the Farm Security Administration (FSA) to chronicle the impact on rural farming communities

Lange would be one of many artists hired by the US government throughout the 1930's as part of a number of projects to generate work and optimism.



ca.1930 – Dorothea Lange, “Migrant Mother”

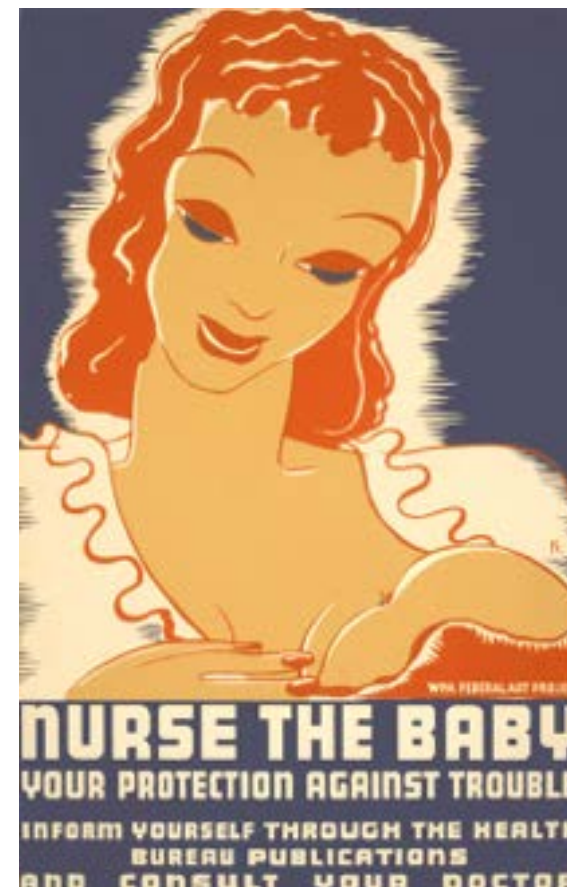
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1936-1943 The Work Projects Administration (WPA)

2,000 posters were produced from 1936 to 1943. The posters were designed to publicize exhibits, community activities, theatrical productions, and health and educational programs in seventeen states and the District of Columbia, with the strongest representation from California, Illinois, New York, Ohio, and Pennsylvania. The results of one of the first U.S. Government programs to support the arts, the posters were added to the Library's holdings in the 1940s. The Work Projects Administration (WPA) Poster Collection consists of 907 posters produced from 1936 to 1943 by various branches of the WPA. Of the 2,000 WPA posters known to exist, the Library of Congress's collection of more than 900 is the largest.

<http://www.loc.gov/pictures/collection/wpapos/>



1936-1943 The Work Projects Administration (WPA)



1935 - The first Douglas DC-3 commercial flights

The first Douglas DC-3 commercial flights began revolutionising air transport in the 1930s and 1940s.

In the United States, the job was one of only a few in the 1930s to permit women, which, coupled with the Great Depression, led to large numbers of applicants for the few positions available.

In 1935, two thousand women applied for 43 flight attendant positions offered by Transcontinental and Western Airlines, as the first Douglas DC-3 commercial flights began revolutionising air transport in the 1930s and 1940s.





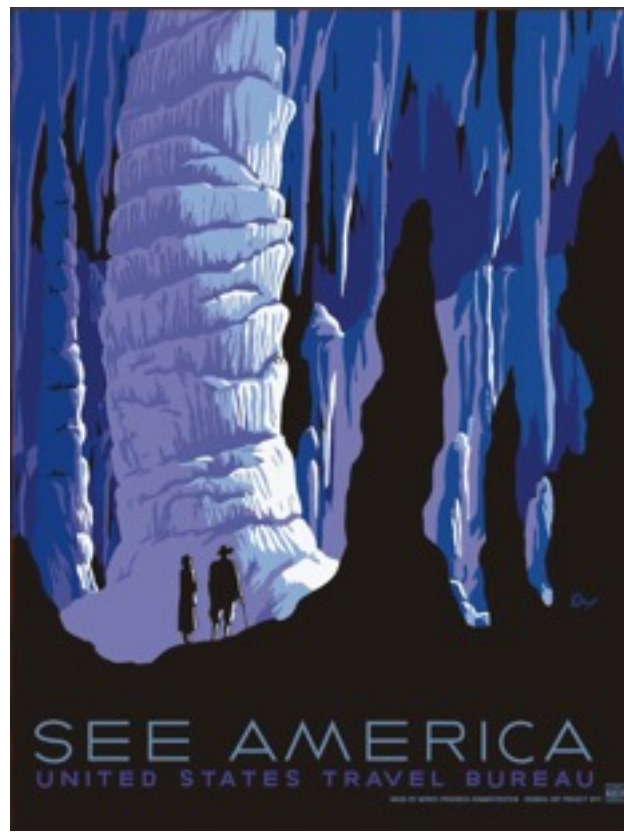
1930s - The first flight attendants

The first female flight attendant was a 25-year-old registered nurse named Ellen Church. Hired by United Airlines in 1930, she also first envisioned nurses on aircraft. Other airlines followed suit, hiring nurses to serve as flight attendants, then called "stewardesses" or "air hostesses", on most of their flights.



<http://www.shorpy.com/node/8855>

In 1938, nine years after Charles Lindberg first flew across “the pond”, the German airline Lufthansa made the first commercial flight over the Atlantic in a Focke-Wulf Fw 200 Condor. The revolutionary aircraft offered room for 26 passengers.



1936-1943 The Work Projects Administration (WPA)

Dual purpose: makes work and encourages travel



1930s – Travel posters





1930s – Travel posters





1930s-40s – Travel posters

James Northfield is Australia's best known and loved graphic artist of the 20th Century. His work promoting Australia as a tourist destination captures the essence of Australian life during the 1930s and 1940s, showing a country proudly breaking the shackles of its colonial past to revel in its own unique attractions. Northfield's posters are not only stylish examples of 'retro' design, but genuine historical documents, showing our most charming holiday destinations in classic, idealised fashion.

<https://www.printism.com.au/gallery-type/australian-vintage-travel-posters-james-northfield/>

<http://www.bbc.com/culture/story/20150817-vintage-tourism-posters-railways-britain>



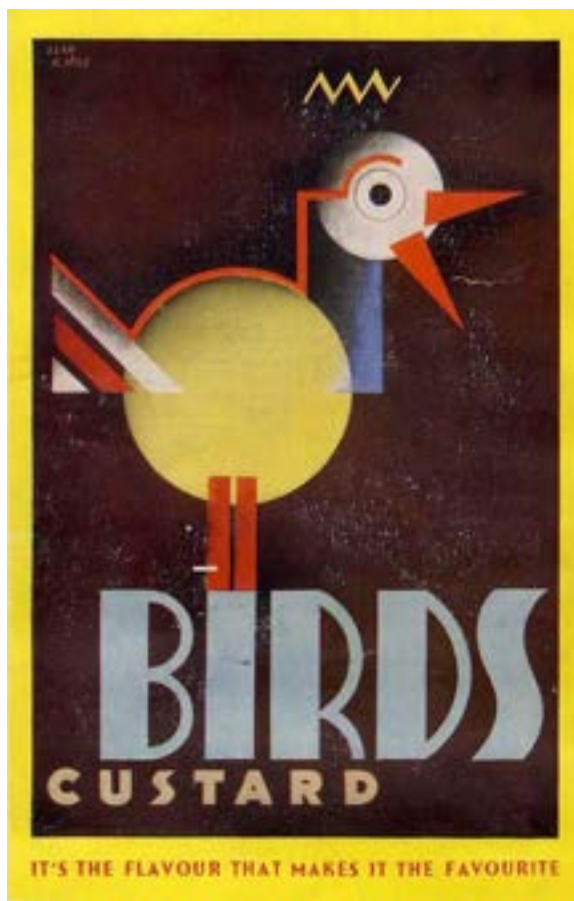
1931 – A. M. Cassandre

What do you notice is different here?



Jean Carlu

Jean Carlu was another French graphic designer who specialised in posters. He was perhaps less prolific than Cassandre, but also very innovative.



Jean Carlu



1930s cigarette ads claim they're good for your health

Difference between these ads and previous?

USP.





The American Tobacco Company began using the slogan It s Toasted for Lucky Strike cigarettes in 1917. It s toasted referred to the process of heat curing tobacco leaf as opposed to simply sun drying. Purported to remove harmful corrosive acids (pungent irritants) and to sterilize tobacco, this process of curing tobacco did not in fact differ widely from methods of other manufacturers.

The slogan, still included in small text on Lucky Strike cartons today, has been included in a variety of Lucky Strike campaigns over the decades, ranging from Cream of the Crop (1928-1934) to Fat Shadow (1929-1930) to throat referrals (1927-1937). The meaning of the message was elastic -- it was at some times used to indicate better taste, while at others to indicate less throat irritation.

First used in 1917 on an ad entitled, Do you like good toast? the slogan was meant to intone delicious flavor: Toasting Burley holds the flavor, and helps it... Remember it s toasted! Like hot buttered toast. Perhaps this comparison to toasting and coked food allowed Lucky Strike to position itself as a sterilized cigarette, free of disease such as tuberculosis.

The following year, Lucky Strike continued with the comparison to delicious cuisine, capitalizing on the American public s preoccupation with the WWI shortage on food; indeed, in 1918, Lucky introduced its food conservation series of ads, which provided consumers with advice such as More Vegetables Less Meat, Eat More Corn, and Cheese OK d by Food Administration. These guidelines followed FDA recommendations on the wartime food shortage in order to legitimize the purchase of Lucky Strike cigarettes.

While the earliest It s toasted ads had boasted great taste, by 1927, Lucky had changed the meaning of the slogan to throat protection: It s toasted. Your throat protection against irritation against cough. But by 1955 they were back in the flavor realm, with It s toasted to taste better! In 1970, Lucky Strike was again considering ad copy which would compare its toasted cigarettes to delicious toast. An internal industry document reveals a mock-up ad featuring two boxes of Lucky Strike popping out



1930s - Raymond Loewy branding and packaging

The designer of the Lucky Strike package was Raymond Loewy: a French-born American who spent most of his professional career in the United States. Among his other designs were logos for Shell, Exxon, TWA, Studebaker, and the former BP logo.

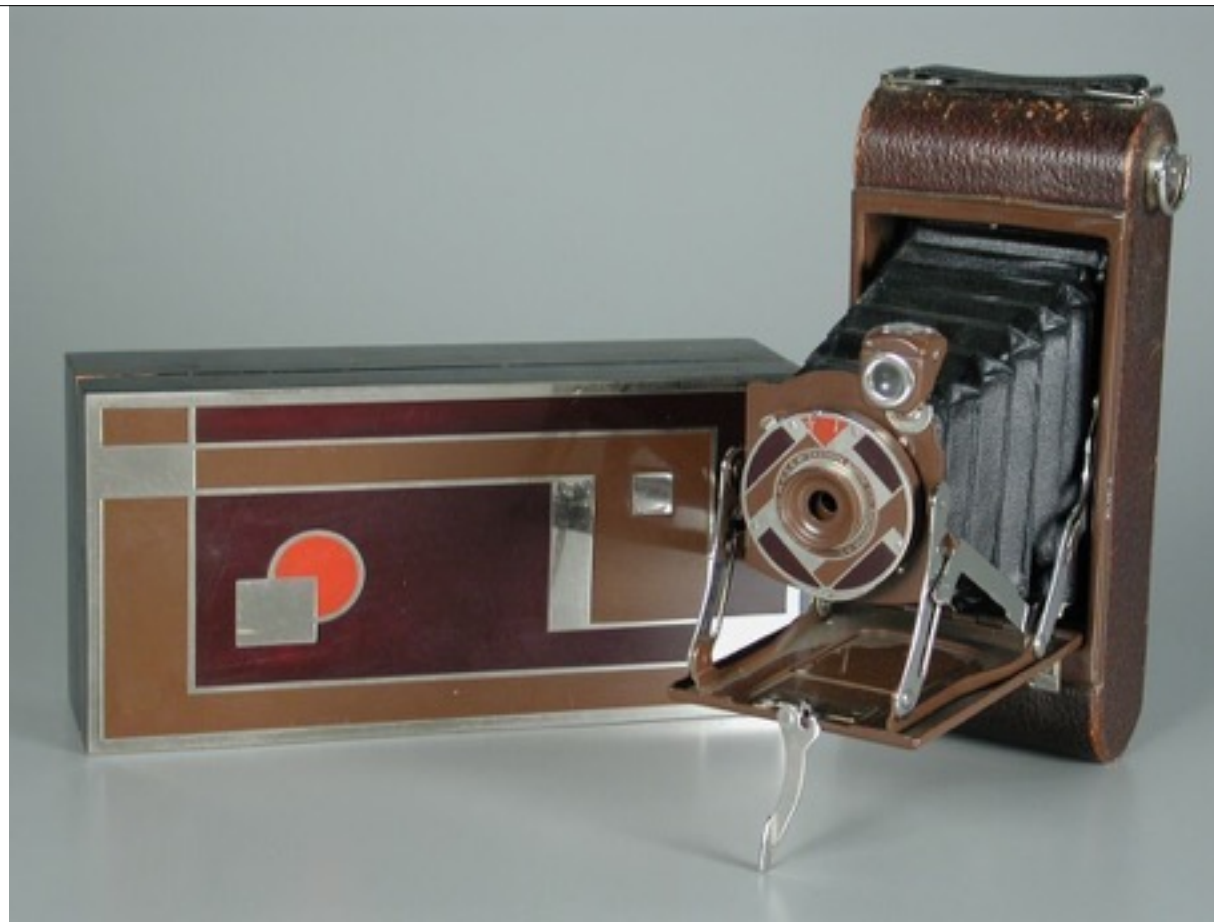


**1930s – Raymond Loewy, the father of industrial design**

During the 1930's governments and industry invested heavily in infrastructure, including transportation in an effort to improve the economy. One person who played an important role in this in the US was Raymond Loewy. He was a multi-disciplinary designer who is often referred to as The Father of Industrial Design. He is also sometimes called The Father of Streamlining for obvious reasons.

He was involved with numerous railroad designs and had a long and fruitful relationship with American car maker Studebaker , including designing

He also designed the Greyhound Scenicruiser bus, Coca-Cola vending machines, Coldspot refrigerators, the Studebaker Avanti and Champion, and the Air Force One livery.



1920s-1930s – Walter Dorwin Teague

Walter Dorwin Teague believed that good design fit both form and function into a single aesthetic package. During his career-long collaboration with Eastman Kodak Company, he designed several popular cameras, including the 1934 'Baby Brownie.'

In the stamp collection Walter Dorwin Teague is remembered for his contribution to camera design. Teague designed a number of well-known cameras for Kodak from 1928 to 1933, including this Art Deco gift camera (1928)

Like Loewy he was also a graphic designer. His career took off in 1908 when he joined the art department of a well-known advertising agency. Between 1911 and 1928 Teague worked as a freelance illustrator and commercial artist and became known for his use of classical typography and decorative borders, as in the layout and borders for Time magazine (1923). He left advertising in 1926 to open an industrial design firm in New York City and received his first contract with Eastman Kodak two years later.

He believed that the use of better business methods and products would improve the quality of life for ordinary people. He was 46 years old when the Depression arrived.





<https://www.npr.org/sections/pictureshow/2011/01/07/132707663/stamps>

"Raymond Loewy arguably did more to define the look of modern America than perhaps any other industrial designer. He believed that products should be simple, functional, and appealing, and this vision came to permeate nearly every aspect of American life."

"Peter Muller-Munk is best remembered for the 'Normandie' pitcher featured on the stamp. Introduced ... in 1935, the mass-produced pitcher was made of chromium-plated brass, an alternative to silverware that was affordable and easier to care for."

Images and captions courtesy of U.S. Postal Service

"Eliot Noyes bridged the gap between business and art ... He is best remembered for his long working relationship with IBM, for whom he designed buildings, interiors, and a range of office equipment, like the iconic 1961 'Selectric' typewriter."

Images and captions courtesy of U.S. Postal Service

"Greta von Nessen specialized solely in lighting, and none of her designs is better known than the 'Anywhere' lamp. Introduced in 1951, the lamp featured a tubular aluminum base and an adjustable shade made of enameled metal."

Images and captions courtesy of U.S. Postal Service

"Specializing in household products, Russel Wright revolutionized the way we live at home. ... Each stainless steel piece of Highlight/Pinch flatware featured an organically shaped handle and no applied ornament."

Images and captions courtesy of U.S. Postal Service

"Gilbert Rohde was one of the most influential and innovative furniture designers in the U.S. ... [His designs] included modular and sectional furniture made of wood, chrome, Bakelite, Plexiglass, and other new materials, as well as clocks such as the one shown on the stamp."

Images and captions courtesy of U.S. Postal Service





Baby Brownie (1934), Bantam Special (1936) and the Brownie Hawkeye (1950). He also designed the first Polaroid camera for Edwin Land.



Kodak Bantam Special camera - 1936 - Eastman Kodak Co. - designer Walter Dorwin Teague.

Through his design firm TEAGUE he established ongoing partnerships with corporations such as Ford, Texaco, Kodak, Polaroid and Boeing. He designed the Marmon 16 automobile (1932), and the trend-setting Texaco gas stations (1936).

His team of 185 designers created some of the most innovative and memorable products of our time, including the Polaroid Model 95, Boeing Stratocruiser, Maxwell House Automatic Coffee Making Machine, UPS delivery trucks and Steinway pianos.

The Teague company has done design work for Boeing for decades: If you've flown in a Boeing aircraft, chances are you've experienced a plane interior designed by Teague.



1939 — Walter Dorwin Teague, New York World's Fair design council

Teague also helped establish the profession's influence in the public sphere with his contributions to the 1939 World's Fair in New York City and projects for the US Navy and NASA. he was one of seven members of the Fair's design board, and was also responsible for nine corporate displays.

In addition to his design of the Ford and US Steel pavilions, Teague introduced the new National Cash Register 100 Model, exemplifying "art moderne", with a seven-story high cash register placed atop the NCR exhibition, also shown at the 1939 Golden Gate International Exhibition in San Francisco.

He set the standard for designer/client relationships. His 1940 book, *Design This Day*, remains one of the most powerful statements of design as an interdisciplinary approach to solving problems and building environments.

In 1944, Teague joined Raymond Loewy, FIDSA, and Henry Dreyfuss, FIDSA, to create The Society of Industrial Design (SID). Teague served as its first president.



1939 — “The World of Tomorrow”

1939 — Queens, New York hosted the New York World's Fair. As an antidote to the ongoing depression, the theme was “The World of Tomorrow.” The massive, iconic “Trylon and Perisphere” structures dominated the fairground and gave it a cubist feel. The structures housed a diorama called “Democracity.” It depicted a utopian city of the future. (See Walter Dorwin Teague.)





1939 — “Trylon and Perisphere” structures

1939 — “The World of Tomorrow” With its iconic “Trylon and Perisphere” structures

By 1939 the U.S. was recovering from the Depression and feeling optimistic, despite war raging in Europe.





1933 – The Nazi party elected in Germany

In 1933 the Nazi party was elected in Germany.

In 1939 1.25 million German soldiers invaded Poland and Great Britain declared war on Germany.



1930s - Nazi propaganda

In the years leading up to the war, the Nazis waged a war on its own people.

Propaganda was cleverly used to spread the Nazis' goals and ideals. During the first six years of Hitler's dictatorship, German Jews were faced with more than 400 regulations that restricted all aspects of their lives, including children's ability to attend school.



1938 – Entartete Kunst/Degenerate Art exhibit poster

The Fate of the Avant-Garde in Nazi Germany

Entartete Kunst Degenerate Art

Entartete Kunst, poster for the 1938 exhibition

<https://www.youtube.com/watch?v=1QE4Ld1mkoM>

No sooner had the Nazis seized control of Germany in 1933 than they launched their relentless attacks on the avant-garde and their desecration of modernist art.

By the fall of 1937 they had stripped 16,000 avant-garde works from the nation's museums and sent 650 to Munich for a massive exhibition, Entartete Kunst (degenerate art, as they called this work)

300 of the exhibited works were apparently stolen by art dealer Hildebrand Gurlitt who reported them destroyed by bombardments. They were seized from his son's apartment in 2012.

Among the artists thus castigated were

towering figures of the art world: Max Beckmann, Marc

Chagall, Otto Dix, George Grosz, Wassily Kandinsky Paul



Helmut Franz Josef Herzfeld became John Heartfield

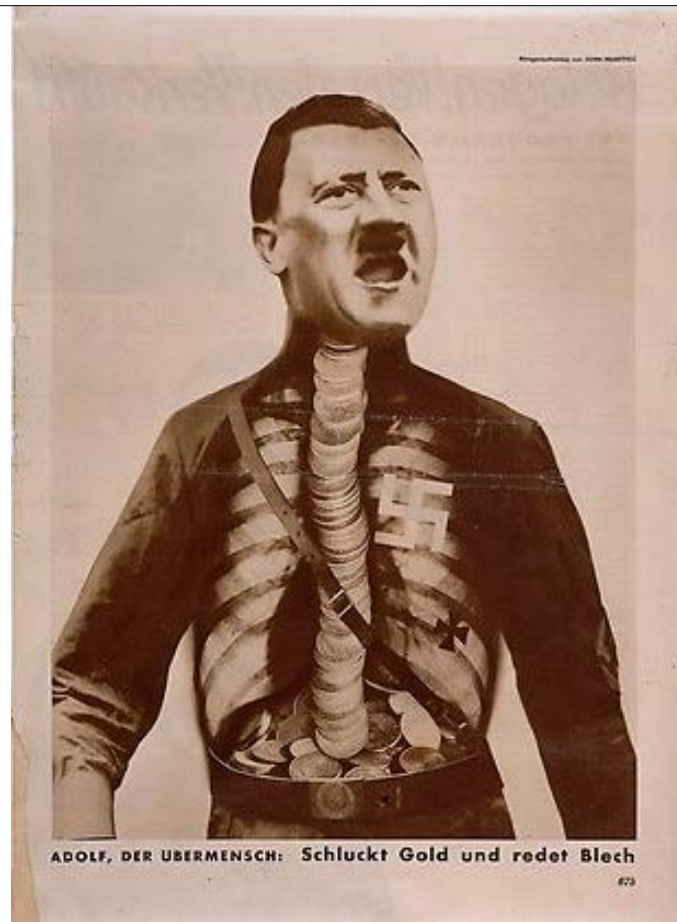
**What do you know about him?**

After WW1 he and Grosz founded the Berlin Dada Club and became central figures of the movement

In response to anti-British sentiments and rising German nationalism Herzfeld changed his name to John Heartfield to sound more British

He was a talented landscape painter but believed from the start that art should be used to serve the common good, not to glorify the artist.





**Heartfelt joined the German Communist party**

He also joined the German Communist party (KPD) which opposed the rise of Hitler  
He was active in the party—he designed propaganda posters and edited its daily periodical.

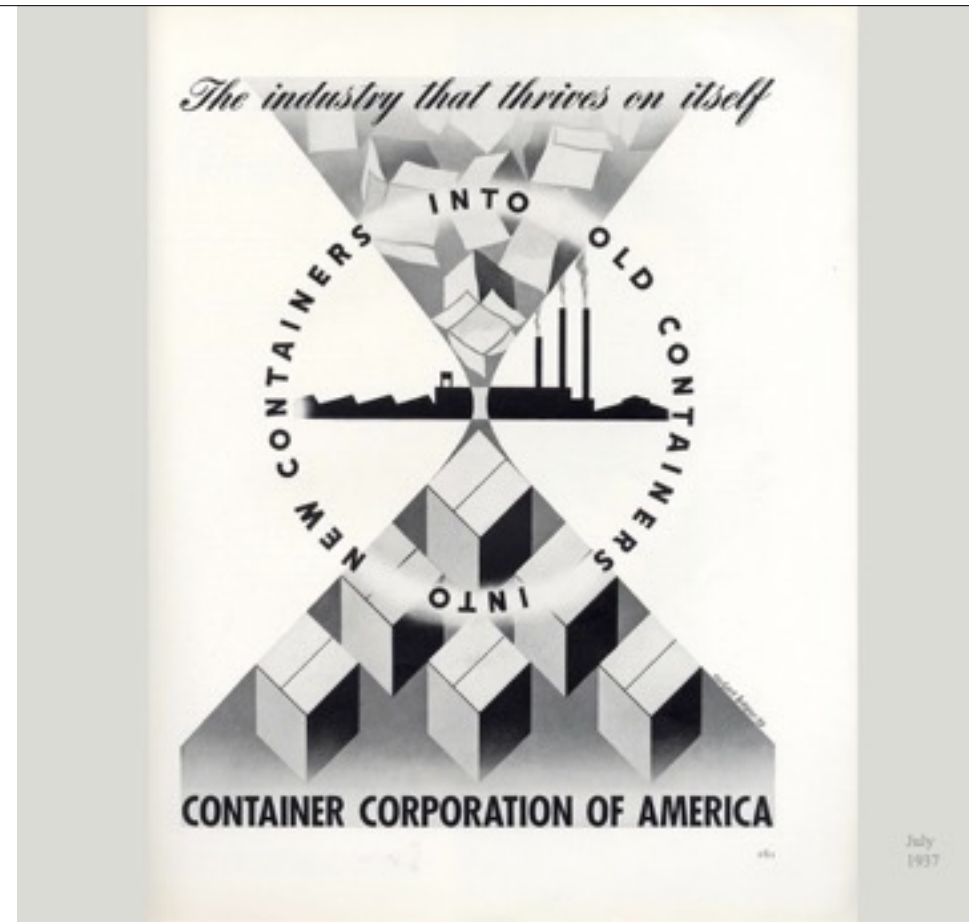




**John Heartfield anti-Nazi propaganda posters**

Heartfield created these works while living and working in Berlin. He risked his life for what he believed in.

His works were so powerful that at one point he was 5th most wanted on the Gestapo hit list and was eventually forced to flee for his life after they raided his apartment.



Walter Paepcke and the Container Corporation of America (CCA)

By the time WW2 broke out 1939, many of Europe's most successful designers that we've covered in this class had fled to the United States.

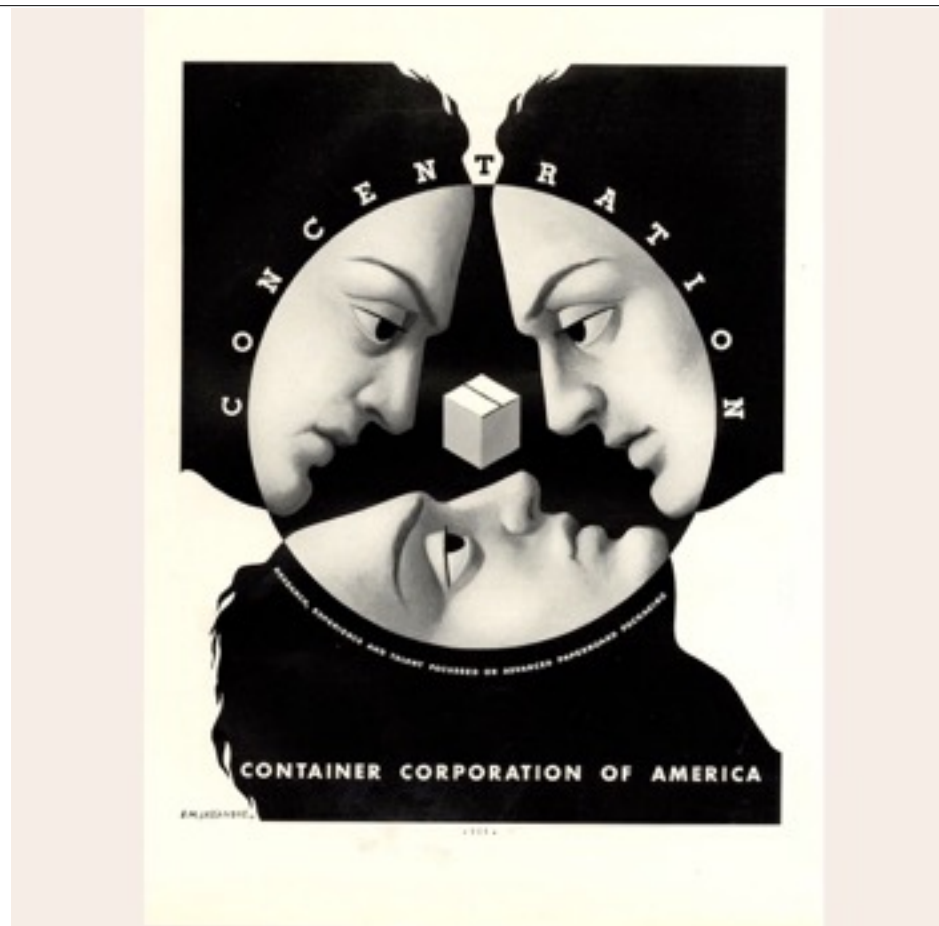
They supported one-another there.

In 1926 Walter Paepcke, the son of a German immigrant, who had been a manufacturer of wooden shipping crates, founded the Container Corporation of America in Chicago.

CCA perfected corrugated cardboard packaging.

Walter Paepcke was a U.S. industrialist and philanthropist prominent in the mid-20th century who became a patron of graphic design.

Herbert Bayer poster



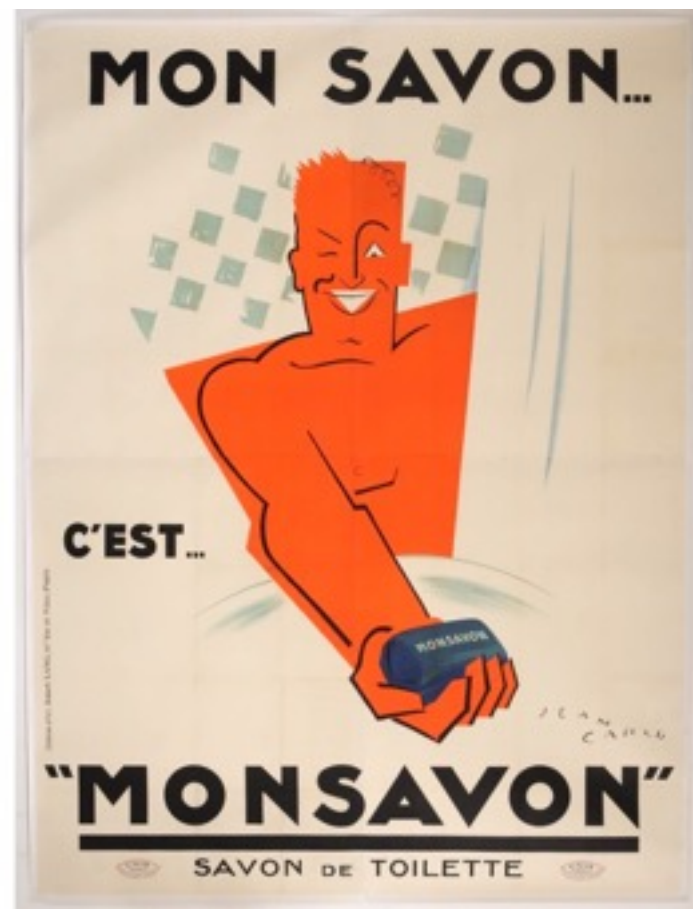
A.M. Cassandre CCA poster for

By the 1930s CCA increasingly distinguished itself by emphasizing modernist design in advertising and corporate image and established an innovative design department that helped promote a transatlantic modernist style.



ca. 1942 - Jean Carlu

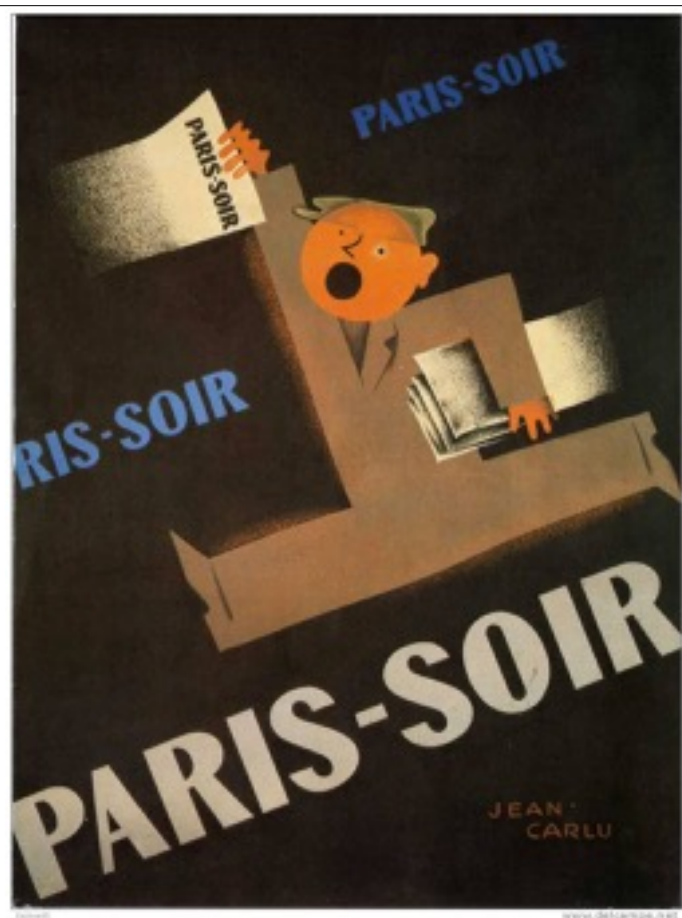
After the US joined WW2 CCA posters were also political.



ca. 1925 – Jean Carlu

He established his place among the greats of French poster design with this ad for MonSavon soap.





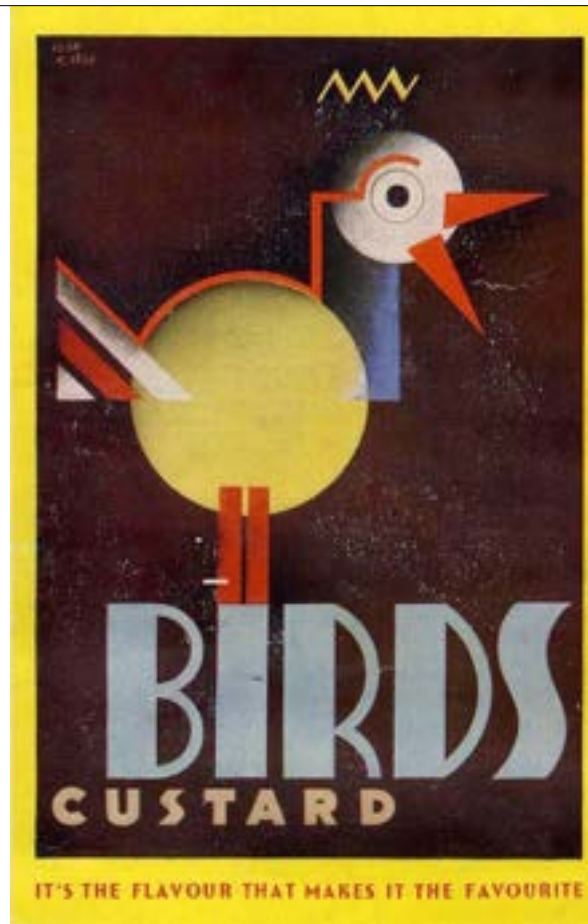
Jean Carlu

He was attracted by cubism and the works of Juan Gris and Albert Gleizes.

Like Lucien Bernhard (**who was that?**) he understood the importance of strong branding by using simple imagery that strongly evokes the brand. He uses the product name prominently.



Jean Carlu



Jean Carlu



Jean Carlu



Jean Carlu





1942 - Jean Carlu

When war broke out in Europe, Carlu moved to the US where he worked for the US government creating propaganda posters.



1942 - Jean Carlu

Patriotic war poster for the U.S. Government

After the war he returned to Paris.

Add Paul Colin in 2017

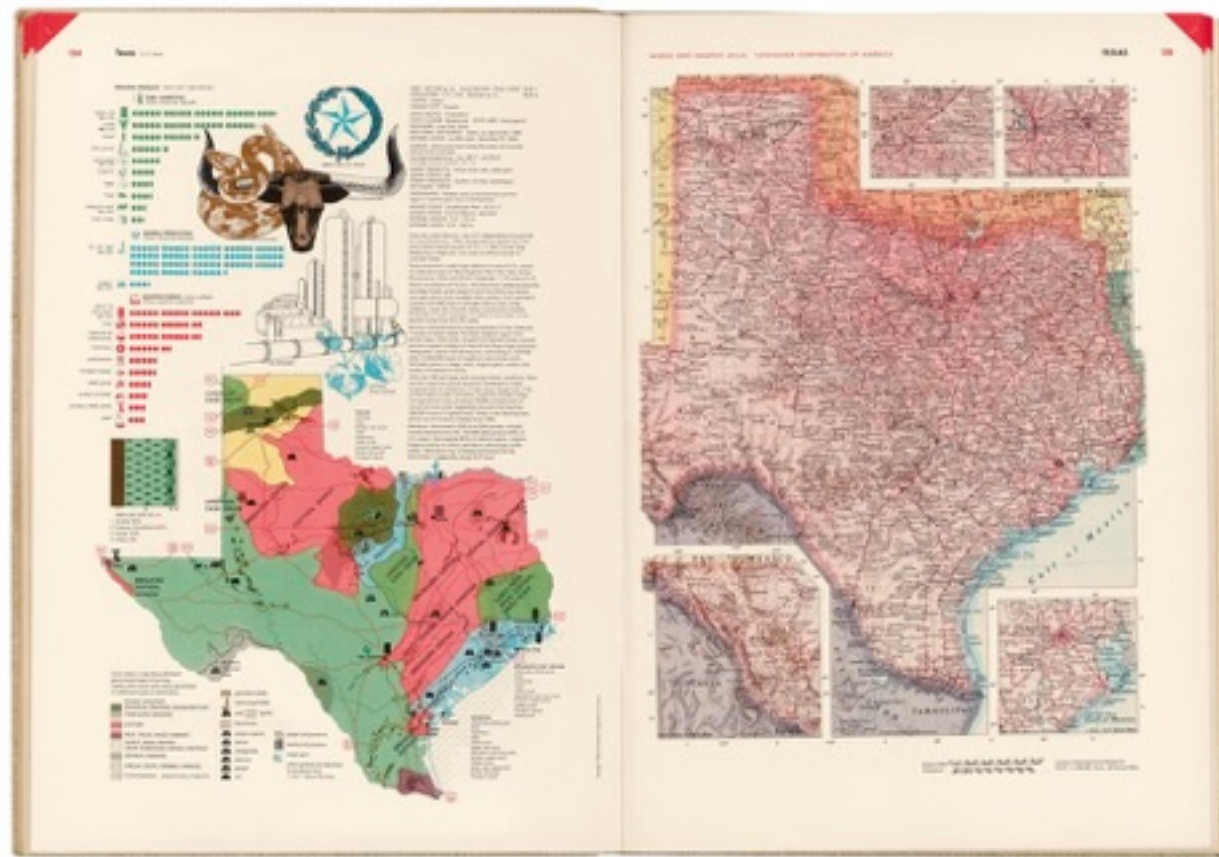


Herbert Bayer

Elizabeth Paepcke helped **transform Aspen** into a world-famous resort, but her vision was more idealistic than commercial.

With her husband, Walter, Paepcke they founded the Aspen Institute and the Aspen Music Festival, which attracted legions of writers, composers, scientists and intellectuals to share their work.

Aspen had changed by the end of Paepcke's life and become a Hollywood playground; their next-door neighbor was Jack Nicholson.



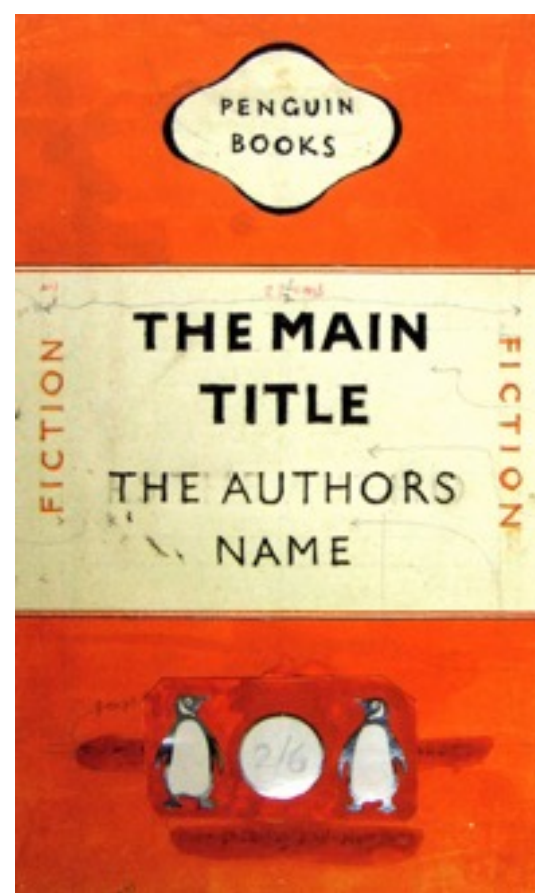
Late 1940s — Herbert Bayer designs World Geo-Graphic Atlas for CCA

In the late 1940s, CCA commissioned Herbert Bayer to create a World Geo-Graphic Atlas which was distributed free to more than 150 colleges and universities.









1935 – Penguin introduced paperback books – Edward Young designer

In 1935 Penguin introduced the first paperback books. Created by Penguin designer Edward Young,

Tschichold's emphasis on new typography and sans-serif typefaces was deemed a threat to the cultural heritage of Germany, which traditionally used Blackletter Typography.

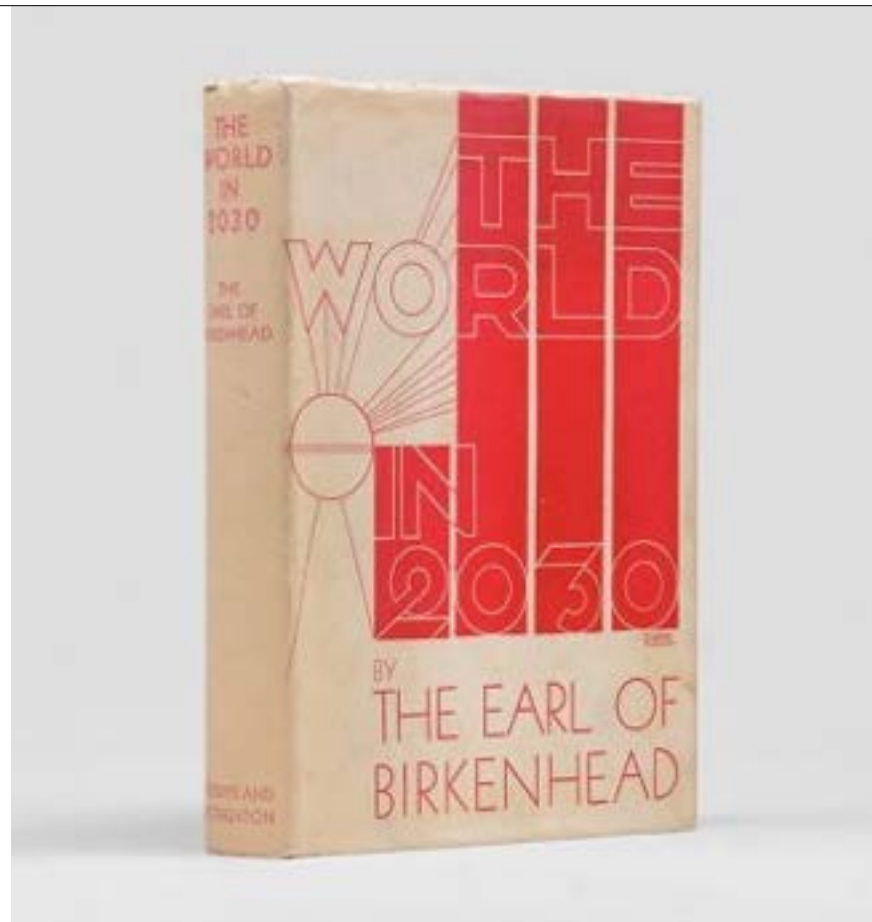
The Nazis seized much of his work before he was able to flee the country.

He moved to London and took a job with Penguin books



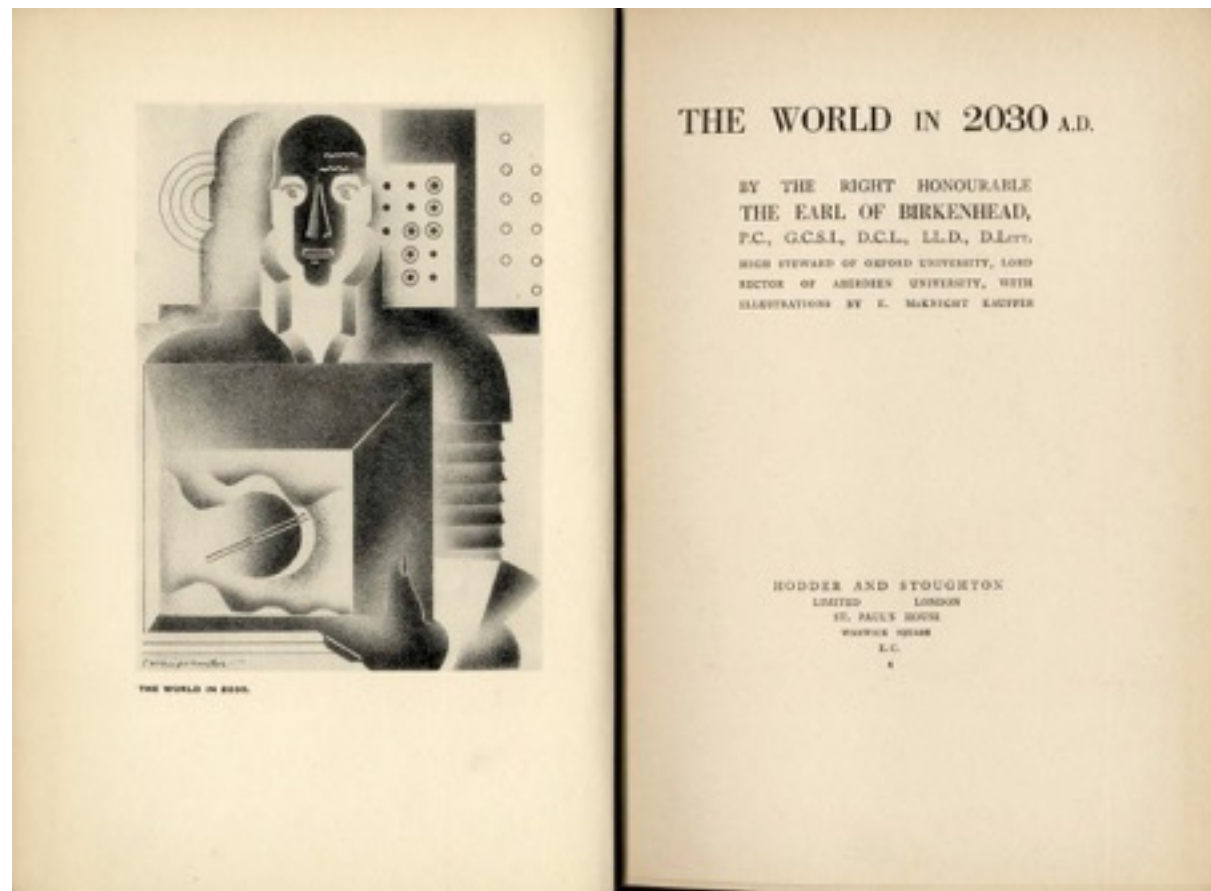
1947-49 – Jan Tschichold oversaw the design of over 500 books

1947-49 – Jan Tschichold overhauled design and oversaw the design of over 500 books at Penguin books.



1930 – Edward McKnight Kauffer illustrates “The World In 2030 A.D.”

In 1930, E. McKnight Kauffer illustrated “The World In 2030 A.D.”



The book explores a utopian future

The book, written by the British Earl of Birkenhead, contains predictions of how the world would look in 100 years' time.

WOMAN IN 2030

**A**N average woman is more valuable to the state than an average man; but even the most gifted woman is less valuable to the state than an exceptional man. In this paradox lies the kernel of the ceaseless discussion concerning women and their future which so agitates the popular press and the lecture-hall.

A sufficient number of healthy and potential mothers is absolutely essential to the continued existence of any body politic. Every civilized state tacitly recognises this fact by forbidding women to sacrifice their lives in battle as soldiers. Every civilized society reflects it by such rules as that which prescribes that, in a shipwreck, the women and children on board the doomed vessel shall be granted the first chance of safety. To most minds both these examples of the preferential treatment of women are disguised as a natural chivalry, deeply in-



WOMAN IN 2030.

The illustrations are representative of the art deco style





1934 – Isokon building, Hampstead, London

What style is this?

After the Nazis came to power in Germany in 1933, Moholy-Nagy, a foreign citizen, was no longer allowed to work. He worked in the Netherlands for a few years before moving to London in 1935.

What do you remember about László Moholy-Nagy?

In 1923, Moholy-Nagy replaced Johannes Itten as the instructor of the foundation course at the Bauhaus.

In England, Moholy-Nagy was part of a circle of émigré artists and intellectuals who based themselves in Hampstead.

Moholy-Nagy lived for a time in the Isokon building with Walter Gropius and Marcel Breuer, who had also fled the Nazis. The Isokon building was opened in 1934 as a one of Britain's first block of Modernist flats, and an avant-garde experiment in communal urban living.

<http://www.ignant.com/2016/04/04/the-secret-history-of-londons-isokon-building/>

In 1937, Moholy-Nagy, moved to Chicago, at the invitation of Chicago's Association of Art and Industry, headed up by Walter Paepcke, to start a new design school, which he named the New Bauhaus. The philosophy of the school was basically unchanged from that of the original.

Due to financial problems the school briefly closed in 1938. However, Walter Paepcke, Chairman of the Container Corporation of America and an early champion of industrial design in America, soon offered his personal support, and in 1939, Moholy-Nagy re-opened the school as the Chicago School of Design.



1927 - Fortunato Depero

Italian designer Fortunato Depero was another designer who moved to the U.S.

His Futurist approach to design was very unique. In 1925 he represented the futurists at the Exposition Internationale des Arts Décoratifs et Industriels Modernes (International Exposition of Modern Industrial and Decorative Arts)



Like Cassandre, he was allowed great freedom by clients to experiment with more conceptual and abstract advertising. He also worked as a stage and costume designer for the ballet, as well as designing toys, tapestries and furniture in the futurist style.



In 1928 Depero moved to New York City, where he worked designing costumes for stage productions and designing covers for magazines including Vogue and Vanity Fair. His work marked the beginning of an era of great freedom for artists and designers in editorial design.



Fortunato Depero – Campari soda bottle

Perhaps his long-lasting design was the Campari soda bottle—still in production today.





In 1939 war broke out. As in WW1, posters played an important role.



But it turns out the original poster itself, printed by the U.K.'s Ministry of Information in 1939, is incredibly rare. One of the posters is going on sale at the Manning Fine Arts stand at the Art & Antiques Fair, Olympia, in London, this week, Vanessa Thorpe reports at The Guardian. The price tag is £21,250 or about \$28,700.

The poster on sale is the one that started the "Keep Calm" craze. According to a short film about the poster, it didn't reach the public eye until 2000, when Stuart and Mary Manley, owners of Barter Books in Alnwick, Northumberland, found it at the bottom of a box of used books they bought at auction. They framed the poster and hung it in their shop, and soon it was so popular that the Manleys began selling copies. Over the decade, the image gained notoriety, and eventually became one of the most recognizable memes of the 21st century.

Thorpe reports that the poster was originally commissioned as one of a series of three propaganda posters designed by the British government in 1939. All of them use a distinctive sans serif typeface that may have been drawn by hand on a solid color background, topped by a crown.

SMARTNEWS Keeping you current

The Poster That Started the "Keep Calm" Craze is on Sale

Learn about the print that launched a thousand memes

image: [https://thumbs-prod.si-cdn.com/gO1qJlI5kMqXLlg2Oi0b4hnNOI8=/800x600/filters:no\\_upscale\(\):focal\(302x397:303x398\)/https://public-media.smithsonianmag.com/filer/aa/05/aa051ea2-34f8-48e0-8e0f-e9da2bfbcbe1/keep-calm-and-read-this-post-29.jpg](https://thumbs-prod.si-cdn.com/gO1qJlI5kMqXLlg2Oi0b4hnNOI8=/800x600/filters:no_upscale():focal(302x397:303x398)/https://public-media.smithsonianmag.com/filer/aa/05/aa051ea2-34f8-48e0-8e0f-e9da2bfbcbe1/keep-calm-and-read-this-post-29.jpg)

(The Keep Calm-o-Matic)

By Jason Daley

SMITHSONIAN.COM

JUNE 29, 2016

6202044



Philip Surrey

1939-45 Philip Surrey Every Canadian Must Fight ( Canada )



Glen Grobe, Connecticut, 1942.

"He's Watching You" was designed by Glen Grobe, a well-known artist of Westport, Connecticut in 1942.

This is one of the most graphically designed WW2 posters ever created and is highly sought after. This lithograph was designed to remind factory workers to curb loose talk because Nazi spies could be present. It is one of the most striking and powerful images to be designed on a poster for the American war effort.



c.1943 Henry Koerner

c. 1943 Henry Koerner  
Someone Talked!





1942 - Edward McKnight Kauffer

Many artists, including Edward McKnight Kauffer were involved in producing posters during WW2. WE FIGHT FOR THE FREEDOM OF ALL), 1942



1940 – Edward McKnight Kauffer

Edward (“Ted”) McKnight Kauffer was one of Europe's most prolific and influential advertising poster artists during the twenties and thirties, and as innovative as his more celebrated French counterpart, A.M. Cassandre.

<https://www.aiga.org/medalist-emcknightkauffer>



1940 - Edward McKnight Kauffer

He lived and worked in England and was hailed for elevating advertising to high art



1940 - Edward McKnight Kauffer

Del Eje = from the Axis.

**DONE TALKIN'**

You'll learn more about the impact of European exiles in America in Vida's class next term.